GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3640
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Share in GDP from Tourism
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Will the Minister of TOURISM be pleased to state:

(a) whether the Union Government has set up target to generate 2.5 crore jobs from tourism during the 12th Five Year Plan;
(b) if so, the details of the schemes worked out to promote tourism in the country, State-wise including Maharashtra;
(c) the share of the tourism industry to the GDP of the country;
(d) the target set by the Government for the 12th Five Year Plan;
(e) whether there is a tremendous scope in the tourism industry to generate jobs as well as to enhance its contribution to GDP; and
(f) if so, the details thereof including steps taken for employment generation in tourism sector?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Yes, Madam. The Working Group on Tourism for 12th Five Year Plan, set up by the Niti Ayog, the then Planning Commission, had estimated the generation of additional employment of 2.5 crore (direct and indirect) during 2010 to 2016.

(b): Ministry of Tourism operates various schemes through which Central Financial Assistance (CFA) is provided to States/UTs including Maharashtra for overall development and promotion of tourism.

Recently, Ministry of Tourism has launched following two new schemes for development of tourism in thematic manner:

Swadesh Darshan

Swadesh Darshan was launched for development of theme based tourist circuits in a way that caters to both mass and niche tourism in a holistic manner. Twelve Circuits namely North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit and Ramayana Circuit have been identified for development under this Scheme.

National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)

This Scheme has been launched for the development and beautification of pilgrimage sites to tap the growth of domestic tourists driven by religious sentiments and to augment tourism infrastructure at places of pilgrimage to facilitate pilgrims/tourists. In the first phase, cities namely Amritsar, Kedarnath, Ajmer, Mathura, Varanasi, Gaya, Puri, Dwarka, Amaravati, Kanchipuram, Vellankanni, Guwahati and Patna have been identified for infrastructure development.

The Ministry of Tourism (MoT), Government of India, promotes India as a holistic destination in the international markets. As part of its promotional activities, the MoT releases campaigns in the international markets under the Incredible India brand-line to showcase various tourism destinations those including in Maharashtra and products including its cultural heritage. In addition to this, the MoT promotes various tourism destinations those including in Maharashtra and products through its websites and publicity and promotional material produced from time to time.

Moreover, a series of promotional activities are being undertaken in tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry.

The Ministry of Tourism provides financial assistance to Stakeholders and Tourism Departments of States/Union Territories for undertaking promotional activities under the Marketing Development Assistance (MDA) Scheme.

(c): As per the 2nd Tourism Satellite Account of India (TSA) - 2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13, the contribution of tourism to total Gross Domestic Product (GDP) during 2009-10, 2010-11, 2011-12 and 2012-13 were 6.77%, 6.76%, 6.76% and 6.88%, respectively.

(d): The following targets have been fixed for achievement during 12th Plan:
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Indicators Targets for 2016
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Foreign Tourist Arrivals 11.24 million
Foreign Tourist Visits 35.96 million
Domestic Tourist Visits 1451.46 million
Foreign Exchange Earnings (in Rs. Crore) Rs.1,34,383 Crore
Foreign Exchange Earnings (in US$) US$30.3 billion
Additional Employment (direct and indirect) over 2010 24.5 million
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(e) & (f): Yes, Madam. Under the existing programme of the Ministry of Tourism, titled Hunar Se Rozgar Tak, training courses are conducted to create employable skills amongst youth who are minimum eighth pass and in the age group of 18-28 years. The programme is being implemented by a number of organizations including the Institutes of Hotel Management, Food Craft Institutes, State Tourism Development Corporations and Classified Hotels. Presently, this programme covers four hospitality trades, namely food production, food & beverage service, bakery and housekeeping, and a few other tourism specific areas. In June 2014, the Ministry of Tourism has also launched a 6-month programme of training exclusively for the HSRT pass-outs in hospitality trades to give them vertical skill mobility. In September, 2014, the Ministry launched, as part of Hunar Se Rozgar Tak, a programme of training to bring up event facilitators. Under this initiative 63197 persons have been trained in 2014-15. During 2015-16, 56716 persons have been trained till 30th November, 2015.

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